



BY APPOINTMENT



BY APPOINTMENT

Catalogue of Instruments

THE NEW GRAMOPHONE

SIR EDWARD ELGAR, O.M.

says

'THE MOST IMPORTANT INVENTION
IN THE HISTORY OF THE GRAMOPHONE'

THE GRAMOPHONE COMPANY LIMITED



THE NEW "His Master's Voice" INSTRUMENT

FOR over 25 years "His Master's Voice" has been the accepted standard of gramophone excellence. Indeed, the standard obtained had become so high that further advance seemed impossible until certain problems had been overcome.

THESE PROBLEMS HAVE NOW BEEN SOLVED, AND THE NEW "HIS MASTER'S VOICE" INSTRUMENT EMBODIES ENTIRELY NEW DISCOVERIES RELATING TO SOUND AMPLIFICATION.

Hitherto the reproduction of treble notes (high frequency vibrations) has been almost too prominent, while the bass register (low frequency vibrations) has been correspondingly weak, the result being lack of balance.

To adjust this balance and give a reproduction in which both bass and treble have their true relation, as in the actual performances, is the problem that has been dealt with so successfully by our Research Department.



THE NEW GRAMOPHONE



Turntable of the New Gramophone, showing the new design Tone Arm and Sound Box. It will be seen how comparatively slight is the external difference

Externally, and in manipulation, the New Gramophone is similar to the standard "His Master's Voice" Instrument. The secret of the amazing realism of its reproduction is the design of the special tone chamber, taper arm and a new type of sound box. The New Gramophone not only gives equal prominence to all sections of the scale from the low bass to the high treble, but it also reproduces details of orchestration that were formerly unheard. The tone is richer, rounder, and more true to the original than has ever before been heard from a Gramophone. Surface noise is practically eliminated.

In quality and workmanship the New Gramophone upholds the high tradition of all products bearing "His Master's Voice" Trade Mark. It is "all-British," the entire work in connection with it being carried out at The Gramophone Company's factories at Hayes, Middlesex.

You should take the earliest opportunity of hearing the New Gramophone, when you will agree that this great invention has to-day achieved the ideal of what a gramophone should be.

Listen for the Bass!



THE *NEW* GRAMOPHONE



Model 101

(PORTABLE)



Height (closed) $11\frac{1}{2}$ in.

Width . . . $5\frac{3}{4}$ in.

Length . . . $16\frac{1}{4}$ in.

Fittings : Nickel-Plated
and Enamel

SIR EDWARD ELGAR, O.M., says : "The most important invention in
the history of the Gramophone."

MODEL 101
PORTABLE

£7 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Cabinet of light construction, covered with black leather waterproof cloth, fitted with leather carrying handle and metal corners. Equipped with single spring motor, 10 in. turntable, playing records up to 12 in. in diameter, graduated speed regulator. Self-closing needle container for two kinds of needles.

Provision is made for carrying 6 records in lid.



THE NEW GRAMOPHONE



Model 103



Height 12½ in.

Width 15½ in.

Depth 18½ in.

Internal Fittings : Nickel-Plated and Enamel

External Fittings : Oxidised

SIR LANDON RONALD says: "The most amazing tone of any Gramophone I have ever heard."

MODEL 103

TABLE GRAND

Mahogany

£8 : 10 : 0

Oak

£7 : 10 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Wax Finish Oak Cabinet, single spring motor, 10 in. turntable, playing 10 in. and 12 in. records, graduated speed regulator. Needle bowls for new and used needles.

Also made in Mahogany.



THE *NEW* GRAMOPHONE



Model 109



Height	13 $\frac{1}{4}$ in.
Width	15 in.
Depth	18 $\frac{1}{4}$ in.

*Internal Fittings : Nickel-Plated and Enamel
External Fittings : Oxidised*

ALBERT COATES says: "Most remarkable in its faithful reproduction."

MODEL 109

TABLE GRAND

Mahogany

£12 : 0 : 0

Oak

£10 : 10 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Satin Finish Mahogany Cabinet. Sunk needle bowls for new and used needles. Double spring motor, 10 in. turntable playing records up to 12 in. in diameter, automatic brake, speed indicator and regulator.

Also made in Oak.



THE NEW GRAMOPHONE



Model 111



Height 13½ in.

Width 15½ in.

Depth 19 in

Internal Fittings: Nickel-Plated and Enamel

External Fittings: Oxidised

EUGENE GOOSSENS says: "A prodigious achievement
in quality and volume."

MODEL 111

TABLE GRAND

Mahogany

£16 : 0 : 0

Oak

£14 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Sunk needle bowls for new and used needles. Automatic lid stay fitted to lid, enabling it to be fixed into position and released by using one hand only. Double spring motor, 10 in. turntable playing records up to 12 in. in diameter, automatic brake, speed regulator and automatic speed indicator.

Also made in Oak.



THE *NEW* GRAMOPHONE



Model 126



Height	14½ in.
Width	17 in.
Depth	20½ in.

Internal Fittings: Nickel-Plated and Enamel

External Fittings: Oxidised

SIR EDWARD ELGAR, O.M., says: "The most important invention in the history of the Gramophone."

MODEL 126

TABLE GRAND

Mahogany

£20 : 0 : 0

Oak

£18 : 0 : 0

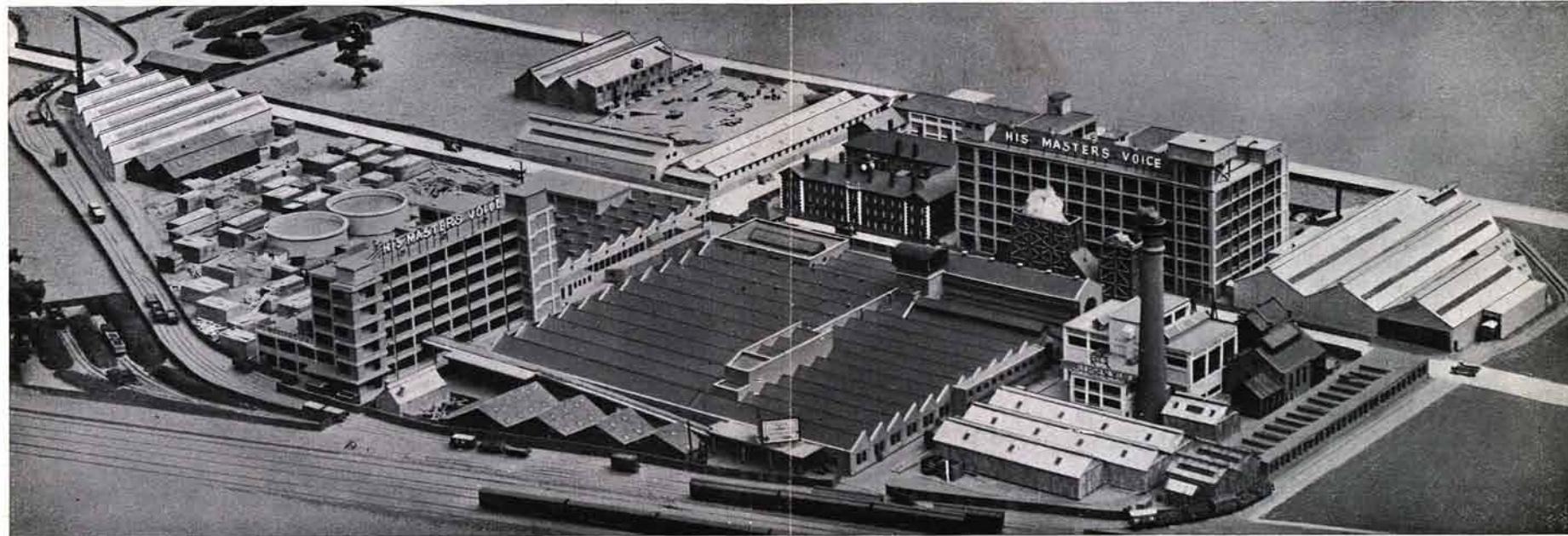
New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Sunk needle bowls for new and used needles. Automatic lid stay fitted to lid, enabling it to be fixed into position and released by using one hand only. Double spring motor, 12 in. turntable, automatic brake and speed regulator, automatic speed indicator.

Also made in Oak.



The Home of the Gramophone

WHERE THE NEW GRAMOPHONE IS MADE



THE GRAMOPHONE COMPANY, Ltd., is a British Company incorporated in 1900. Its factories at Hayes, Middlesex, are the largest talking-machine factories in Europe. They are the only British factories equipped for the complete production of Gramophones and Records. The Gramophone Company does not have its cabinets, spring motors or other essential parts made outside—it makes its own.





THE *NEW* GRAMOPHONE



Model 161



Height 38½ in.

Width 18½ in.

Depth 20½ in.

Internal Fittings:

*Nickel-Plated
and Enamel*

*External
Fittings:
Oxidised*

SIR LANDON RONALD says: "The most amazing tone of any Gramophone I have ever heard."

MODEL 161

CABINET GRAND

Mahogany

£30 : 0 : 0

Oak

£25 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Lid lock and key. Needle bowls for new and used needles. Record storing chamber. Automatic lid stay fitted to lid, enabling it to be fixed in position and released by using one hand only. Double spring motor, new style, 12 in. turntable, automatic brake and speed regulator, automatic speed indicator.

Also made in Oak.



THE NEW GRAMOPHONE



Model 171



Height 40 $\frac{3}{4}$ in.
Width 19 $\frac{1}{4}$ in.
Depth 21 $\frac{1}{8}$ in.

Internal Fittings:
Nickel-Plated
and Enamel

*External
Fittings:*
Oxidised

ALBERT COATES says: "Most remarkable in its
faithful reproduction."

MODEL 171

CABINET GRAND

Mahogany

£37 : 0 : 0

Oak

£32 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Lid lock and key. Needle bowls for new and used needles. Record storing chamber. Automatic lid stay fitted to lid, enabling it to be fixed in position and released by using one hand only. Double spring motor, 12 in. turntable, automatic brake and speed regulator, automatic speed indicator.

Also made in Oak.



THE *NEW* GRAMOPHONE



Model 181



Height 43 in.

Width 21 in.

Depth 22½ in.

Internal Fittings:

*Nickel-Plated
and Enamel*

External

Fittings:

Oxidised

EUGENE GOOSSENS says: "A prodigious achievement
in quality and volume."

MODEL 181

CABINET GRAND

Mahogany

£45 : 0 : 0

Oak

£40 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Lid lock and key. Needle bowls for new and used needles. Automatic lid stay fitted to lid, enabling it to be fixed into position and released by using one hand only. Record index book. Record storing chamber. Quadruple spring motor, 12 in. turntable, automatic brake and speed regulator, automatic speed indicator.

Also made in Oak.



THE NEW GRAMOPHONE



Models 201 and 211



Height 47½ in.

Width 22 in.

Depth 24 in.

*Fittings :
Gold-Plated
and
Enamel*

SIR EDWARD ELGAR, O.M., says : "The most important invention in the history of the Gramophone."

MODEL 201 (Spring)

CABINET GRAND

Mahog. £85 : 0 : 0

Oak £70 : 0 : 0

MODEL 211 (Electric)

Mahog. £110 : 0 : 0

Oak £95 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet with bowed sides and front. Needle bowls for new and used needles. Record index book. Record storing chamber. Locks fitted both to lid and to doors of record storing chamber. Quadruple spring motor, 12 in. turntable, automatic brake and speed regulator, automatic speed indicator.

Also made in Oak.

This Model is also Manufactured with Electric Equipment.



THE NEW GRAMOPHONE



Model 511



Height 43 in.

Width 21½ in.

Depth 23½ in.

Internal Fittings:

*Gold-Plated and
Enamel*

External Fittings:

Oxidised

SIR LANDON RONALD says: "The most amazing tone of any Gramophone I have ever heard."

MODEL 511 (Spring)

CABINET GRAND

Mahog. £50 : 0 : 0

Oak £45 : 0 : 0

MODEL 511 (Electric)

Mahog. £75 : 0 : 0

Oak £70 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet of unique design. Fitted with two needle bowls for new and one for used needles. Quadruple spring motor, 12in. turntable. Automatic brake and speed regulator, automatic speed indicator. Record index book.

Also made in Oak.

This Model is also Manufactured with Electric Equipment.



THE *NEW* GRAMOPHONE



Model 251



Height 35 in.

Width 29 in.

Depth 20 in.

Internal Fittings : Nickel-Plated and Enamel

External Fittings : Oxidised

ALBERT COATES says : "Most remarkable in its
faithful reproduction."

MODEL 251 (Spring)

HORIZONTAL GRAND

Mahog. £35 : 0 : 0

Oak £30 : 0 : 0

MODEL 251 (Electric)

Mahog. £57 : 0 : 0

Oak £52 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Needle bowls for new and used needles. Automatic lid stay fitted to lid, enabling it to be fitted into position and released by using one hand only. Record storing chamber. Lock fitted to lid. Double spring motor, 12 in. turntable, automatic brake, speed regulator and automatic speed indicator.

Also made in Oak.

This Model is also Manufactured with Electric Equipment.



"His Master's Voice" Records



THE repertoire of "His Master's Voice" records is so wide yet so exclusive that it offers music lovers of every degree an unrivalled choice:

OPERA BALLADS CHAMBER MUSIC
FOLK MUSIC SYMPHONIES ORATORIO
CHILDREN'S RECORDS AND RECORDS OF
HISTORICAL INTEREST

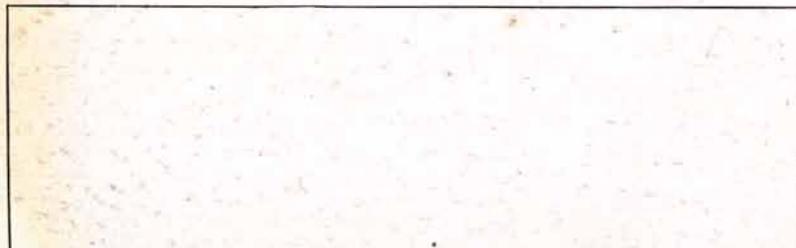
A few of the world-famous artists who record exclusively for "His Master's Voice":

TETRAZZINI	MELBA	GALLI-CURCI
JERITZA	DAL MONTE	CARUSO
MARTINELLI	GIGLI	HISLOP
CHALIAPINE	RUFFO	ANSSEAU
JOURNET	PADEREWSKI	PACHMANN
RACHMANINOFF	CORTOT	HEIFETZ
KREISLER	ELMAN	THIBAUD

FLONZALEY QUARTET VIRTUOSO QUARTET
CATTERALL QUARTET

At your leisure you can hear the world's greatest artists as vividly as if they were themselves present. Insist on

GREATEST ARTISTS! "His Master's Voice" FINEST RECORDING!



THE GRAMOPHONE COMPANY, LTD., LONDON, W.I.



BY APPOINTMENT TO
H.M. THE QUEEN.



BY APPOINTMENT TO
H.M. QUEEN ALEXANDRA.



£6 : 10 : 0



THE LATEST
"His Master's Voice"
Portable Gramophone

The Prices given herein do not apply to the Irish Free State, for which special lists are issued.



BY APPOINTMENT
TO H.M. THE QUEEN



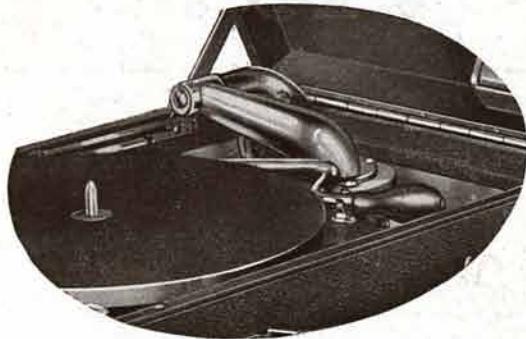
BY APPOINTMENT
TO H.M. QUEEN ALEXANDRA

"His Master's Voice" PORTABLE MODEL

Cabinet of light construction, covered with black leather waterproof cloth, fitted with leather carrying handle and metal corners. Length 16½ in., width 5½ in., height 11½ in., when closed for carrying. Equipped with 1 in. single spring motor, 10 in. turntable, playing records up to 12 in. in diameter. Speed indicator plate and regulator, self-closing needle container for two kinds of needles. "His Master's Voice" ball-bearing tapering tone-arm fitted with raising and lowering device, and 'gooseneck.' "His Master's Voice" 'Exhibition' Sound-Box.

Provision is made for carrying 6 records in lid.

PRICE - £6 : 10 : 0



The above illustration shows the position of the tone-arm, sound-box, and winding key when the instrument is closed for carrying.





A CARRYING CASE THAT IS UNIQUE

"HIS MASTER'S VOICE" METAL CARRYING CASE has been designed to meet the demand for one that is neither heavy nor cumbersome, yet at the same time is durable, rainproof and reasonable in price.

This black metal case is exceedingly neat in appearance, and will accommodate 20 10in. or 12in. records. An important and exclusive feature is the metal partition (see illustration above) on each side of which 10 indexed record envelopes are placed, facing the dividing plate. Records can thus be found instantly, without "shuffling" through the lot. The dividing plate distributes the weight and prevents records jamming at hinge when case is open. A comfortable leather handle and a strong spring clip fastener are fitted.

PRICE
£1 : 2 : 6





BY APPOINTMENT TO
H.M. THE QUEEN.



BY APPOINTMENT TO
H.M. QUEEN ALEXANDRA.

"His Master's Voice"

Model No. 460
(TABLE GRAND)

SPECIFICATION

Best Wax Finish Oak Cabinet of new and unique design; height 11 in., width 17 $\frac{1}{2}$ in., depth 22 $\frac{1}{2}$ in.; internal fittings gold plated and enamelled, external fittings oxidized. Fitted with two needle bowls for new and one for used needles. Double 1 $\frac{1}{2}$ in. spring motor, improved style; 12 in. turntable, special semi-automatic brake; special regulator with automatic speed indicator and 14 in. Pleated Diaphragm. (Also made in Mahogany.)



Price :

OAK - - -	£17 10 0
MAHOGANY	£20 0 0

No Sound Box, Tone Arm or Horn

THE GRAMOPHONE CO., LTD., London, W.1

[P.T.O]



BY APPOINTMENT TO
H.M. THE QUEEN.



BY APPOINTMENT TO
H.M. QUEEN ALEXANDRA.

"His Master's Voice"

Model No. 510
(CABINET GRAND)

SPECIFICATION

Best Satin Finish Mahogany Cabinet of new and unique design; height 43 in., width 21½ in., depth 23½ in.: internal fittings gold plated and enamelled, external fittings oxidized. Fitted with two needle bowls for new and one for used needles. Quadruple 1½ in. spring motor, improved style; 12 in. turntable. Special semi-automatic brake; special regulator with automatic speed indicator and 14 in. Pleated Diaphragm. It is also provided with a record index book and storage chamber capable of containing 72 records. (Also made in Oak.)

Price :

MAHOGANY - £45 0 0

OAK - - - £40 0 0

With Electric Equipment :

MAHOGANY - £70 0 0

OAK - - - £65 0 0



"With the Pleated Diaphragm"

THE GRAMOPHONE CO., LTD., London, W.1

P.T.O.

The above prices do not apply to the Irish Free State



BY APPOINTMENT TO
H.M. THE QUEEN.



BY APPOINTMENT TO
H.M. QUEEN ALEXANDRA.

"His Master's Voice"

Model No. 460

(TABLE GRAND)

SPECIFICATION

Best Wax Finish Oak Cabinet of new and unique design; height 11 in., width 17½ in., depth 22½ in.; internal fittings gold plated and enamelled, external fittings oxidized. Fitted with two needle bowls for new and one for used needles. Double 1½ in. spring motor, improved style; 12 in. turntable, special semi-automatic brake; special regulator with automatic speed indicator and 14 in. Pleated Diaphragm. (Also made in Mahogany.)



Price :

OAK - -	£22 10 0
MAHOGANY	£25 0 0

No Sound Box, Tone Arm or Horn

THE GRAMOPHONE CO., LTD., London, W.1

|P.T.O

The above prices do not apply to the Irish Free State



BY APPOINTMENT TO
H.M. THE QUEEN.



BY APPOINTMENT TO
H.M. QUEEN ALEXANDRA.

"His Master's Voice"

Model No. 510

(CABINET GRAND)

SPECIFICATION

Best Satin Finish Mahogany Cabinet of new and unique design; height 43 in., width 21½ in., depth 23½ in.: internal fittings gold plated and enamelled, external fittings oxidized. Fitted with two needle bowls for new and one for used needles. Quadruple 1½ in. spring motor, improved style; 12 in. turntable. Special semi-automatic brake; special regulator with automatic speed indicator and 14 in. Pleated Diaphragm. It is also provided with a record index book and storage chamber capable of containing 72 records. (Also made in Oak.)



Price :

MAHOGANY

£50 0 0

OAK

£45 0 0

"With the Pleated Diaphragm"

THE GRAMOPHONE CO., LTD., London, W.1

P.T.O.

The above prices do not apply to the Irish Free State



The prices quoted in this Catalogue are *strictly net*, and subject to no discount whatever. No accredited dealer of the Gramophone Company, Ltd., is authorised to sell any "His Master's Voice" instrument at prices other than those given herein.

PRICES OF INSTRUMENTS

HORIZONTAL GRANDS

No.	Color	Material	Size	Price
No. 265	Mahogany	Electric	...	£85 0 0
No. 265	Mahogany	Spring	...	£63 0 0
No. 250	Mahogany	Electric	...	£51 0 0
No. 250	Mahogany	Spring	...	£29 0 0
No. 250	Oak	Electric	...	£46 0 0
No. 250	Oak	Spring	...	£24 0 0

CABINET GRANDS.

No. 210	Mahogany, Electric	£100	0	0
No. 210	Oak, Electric	£85	0	0
No. 200	Mahogany	£75	0	0
No. 200	Oak	£60	0	0
No. 180	Mahogany	£39	0	0
No. 180	Oak	£34	0	0
No. 170	Mahogany	£31	0	0
No. 170	Oak	£26	0	0
No. 160	Mahogany	£24	0	0
No. 160	Oak	£19	0	0

TABLE GRANDS.

No. 125	Mahogany	£17 0 0
No. 125	Oak	£15 0 0
No. 110	Mahogany	£13 0 0
No. 110	Oak	£11 0 0
No. 108	Mahogany	£10 0 0
No. 108	Oak	£8 10 0
No. 107	Mahogany	£7 0 0
No. 107	Oak	£6 0 0
No. 100	"Portable," covered	£6 10 0

HORNLESS MODELS.

STYLING MODELS.							
No. 60	Mahogany	£10 10 0
No. 60	Oak	£8 10 0
No. 57	Oak	£5 15 0
No. 55	Nursery Model (White Enamel)		£3 10 0

SPECIAL HORN GRAND FOR USE IN SCHOOLS

No. 27 (School Finish) £12 10 0

HORN MODELS.

METAL HORNS

18 inch and 24 inch £1 10 0

WOODEN HORNS.

18 inch, Oak or Mahogany 24 10 0
FILING CABINET

FILING CABINETS

No. 5 Mahogany £20 0 0
 No. 3 Oak £17 0 0

The above prices do not apply to the Irish Free State, for which special lists are issued.

PRICES of
 “His Master’s Voice”
 NEW MODELS

Model No.	O = Oak.	M = Mahogany.	Price
C. 101 PORTABLE	£7 0 0
103 O	7 10 0
103 M	8 10 0
109 O	10 10 0
109 M	12 0 0
	TABLE GRANDS		
111 O	14 0 0
111 M	16 0 0
126 O	18 0 0
126 M	20 0 0
161 O	25 0 0
161 M	30 0 0
171 O	32 0 0
171 M	37 0 0
181 O	CABINET GRANDS	...	40 0 0
181 M	45 0 0
201 O	70 0 0
201 M	85 0 0
211 O	95 0 0
211 M	110 0 0
511 O (Spring)	45 0 0
511 M (Spring)	50 0 0
511 O (Elec.)	70 0 0
511 M (Elec.)	75 0 0
251 O (Spring)	30 0 0
251 M (Spring)	35 0 0
251 O (Elec.)	HORIZONTAL GRANDS	...	52 0 0
251 M (Elec.)	57 0 0

WHY THE NEW “His Master’s Voice” Instrument *is absolutely supreme*

FOR over 25 years “His Master’s Voice” has been the accepted standard of gramophone excellence. Indeed, the standard obtained had become so high that further advance seemed impossible until certain problems had been overcome.

THESE PROBLEMS HAVE NOW BEEN SOLVED, AND THE NEW “HIS MASTER’S VOICE” INSTRUMENT EMBODIES ENTIRELY NEW DISCOVERIES RELATING TO SOUND AMPLIFICATION.



Turntable of the New Gramophone, showing the new design Tone Arm and Sound Box. It will be seen how comparatively slight is the external difference

Hitherto the reproduction of treble notes (high frequency vibrations) has been almost too prominent, while the bass register (low frequency vibrations) has been correspondingly weak, the result

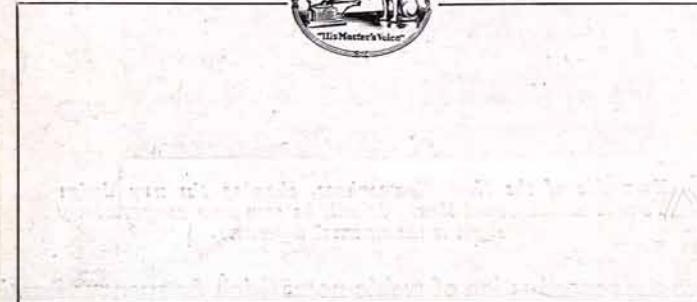
being lack of balance. To adjust this balance and give a reproduction in which both bass and treble have their true relation, as in the actual performances, is the problem that has been dealt with so successfully by our Research Department.

Externally, and in manipulation, the New Gramophone is similar to the standard "His Master's Voice" Instrument. The secret of the amazing realism of its reproduction is the design of the special tone chamber, taper arm and a new type of sound box. The New Gramophone not only gives equal prominence to all sections of the scale from the low bass to the high treble, but it also reproduces details of orchestration that were formerly unheard. The tone is richer, rounder, and more true to the original than has ever before been heard from a Gramophone. Surface noise is practically eliminated.

In quality and workmanship the New Gramophone upholds the high tradition of all products bearing "His Master's Voice" Trade Mark. It is "all-British," the entire work in connection with it being carried out at The Gramophone Company's factories at Hayes, Middlesex.

You should take the earliest opportunity of hearing the New Gramophone, when you will agree that this great invention has to-day achieved the ideal of what a gramophone should be.

Listen for the Bass!



THE GRAMOPHONE COMPANY, LTD., LONDON, W.1